

# **"ReflexzPlan"**

*"For small business owner management"*

1/4

## **Background**

*Business in this era is more complex than ever. Pools of information are required to be grouped and weighed properly. Changes are increasingly rapid and larger in numbers and magnitudes.*

*The reactions to this flux must be correct and fast.*

*The business theme is not as a simple trip as buy and sell anymore. The present theme demands 3 dimension maneuvering.*

*Like flying, business plan should contain future trend forecast, self preparation, business setting, route and alternatives, performance and limitations and the true reasons of the business. In maneuvering in this kind of situation, our brain possesses, intuition and initiative, the processes of comprehension, judgment and decision. Still, it has limited capability and capacity.*

*These functions fluctuate upon physical condition, rhythm of the day, loads of work, kinds of involved matter, emotional status and environments. These factors cause the process to be, sometimes, instable and inaccurate.*

*We requires additional tools to help us function properly. Additional tools are required to put the information into its proper place, illustrate it correctly in the easiest way to be comprehended, and record the process into tangible data. The old tools are too small in capacity, too slow in processing and incompetence in capability.*

*Like a pilot in the cockpit, we require more advanced tools to help tackle this complex situation.*

*ReflexzPlan groups and shows the information correctly in its proper place.*

*It consists mainly of two parts, the accounting dynamic spreadsheet and the school of thinking.*

*The accounting dynamic spreadsheet provides complete, sufficient, reconciled and correct accounting figures. The accounting dynamic spreadsheet works as gauges, showing the business components via the figures in the financial report, the Balance Sheet, the Income Statement and the Cash Flow Statement. The five components; Market, Man, Management, Method and Machine, appear through the combination of accounting elements in this money spreadsheet.*

*The schools of thinking interpret these financial accounting data into business components, structure and performance. As the most crucial essence of the business is the financial aspect, the bottom line, the financial figures are the key figures.*

*The accounting dynamic spreadsheet illustrates the business structure and performance in the real market situation. Its dynamic property can simulate various business settings instantly. Based on various business settings, different business structures, performances, activities and daily schedules can be read through the combinations of these figures. These are the available management initiatives, based on the financial support and responsibility.*

*Any management initiative can be realistic, possible and have potential in the real situation, only if it possesses financial support and responsibility. The financial accounting report will show correct figures only if it is reconciled. Every real, possible and potential business plan must possess these two qualities, the correct financial accounting figures and the financial support and responsibility. Therefore, this software is essential to make real, possible and potential business plans.*

*Composing the business into life requires 6 components, 6 M's, starting from Market, Money, Man, Management, Method and Machine, respectively. Designing one component affects the other five. Naturally, all 6 M's are compiled into the cubical interrelationship. Within this interrelationship, any management activity would affect all 6 M components simultaneously. Thus, every management activity created is naturally Strategic Management Initiatives, SMI's, itself.*

*The school of thinking, how these components interrelate, is also crucial to business orchestration. Working on the best computer in the world, the human brain, we naturally possess the intuition and initiative process, called the gut feeling.*

*This software would help clarify these interrelationships both in the overview and in focusing on the details. You would be able to answer more precisely questions like, "How much more money would I need to be prepared for the coming market expansion?". Possessing the tangible capability to overview and focus all 6 dimensions of 6 M's, this software enables us to balance, harmonize and synergise all business components, resulting in slimming the structure and upgrading the performance. Business management is, then, effective and efficient.*

*Beside working as gauges, the accounting dynamic spreadsheet also possesses the capability to show the limits of business settings. By entering different variable values in business settings, you possess the possible potential range of business performance. Knowing the competitive edge and limitations of your business settings and available initiatives, prior to your business moves and maneuvering, provides you with a safety margin and the best in hand advice.*

*By this mean, you would be able to construct the most proper business flight plan, namely the business route and the schedule.*

*The tangible in hand business flight plan, working as the Read Only Memory, ROM, helps save your brain computing capacity, the Random Access Memory, RAM. This provides you your full brain capacity upon confronting the coming situation. It also helps save your gut feeling, yielding the best psychological condition upon confronting the coming situation. Possessing the best psychological condition and full brain capacity, you are at peak personal performance available. At peak personal performance, you make minimum mistakes and the best moves.*

*With these capabilities and capacity, you would be able to overview the business picture clearly and focus each detail precisely. This helps you set your business properly. Setting business properly, you would gain an additional schedule clearance and personal performance increment. With this additional schedule clearance and personal performance increment, you would be able to upgrade your intuitive and initiative performance.*

*Any management initiative produced would maintain and enforce your competitiveness, enlarge your limitations, enable you to monitor and probe for the environment and market trends and upgrade your personal performance. With the properly managed business, you would reach the best daily schedule and lifestyle available. This would best answer the true reason of the business, your happiness. When you are happy with your business, you can do it best. This is the circle of prosperity and business would be based upon happiness on both sides, the business owner and the customer.*

*With the properly managed business, the good margin of living and the happiness in your life, you would be able to come to spiritual purification, the true meaning of living.*

Year	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100
1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100	

9

*With the accounting dynamic spreadsheet, as the management gauges, you would be able to navigate and conduct your business properly. Using your knowledge, experience and information, together with this school of thinking, your business flight would be safe and sound.*